

Opportunities for Growth in Central and Eastern Europe

Maria Shishkova March 7th 2013



CEE - 130 million inhabitants:

- Estonia
- Latvia
- Lithuania
- Poland
- Germany (Eastern part)
- Czech Republic
- Slovakia
- Hungary
- Romania

- Bulgaria
- Slovenia
- <u>Croatia</u> an acceding state of the <u>European Union</u>
- Bosnia-Herzegovina
- <u>Serbia</u>
- Kosovo
- Albania
- Montenegro
- Macedonia



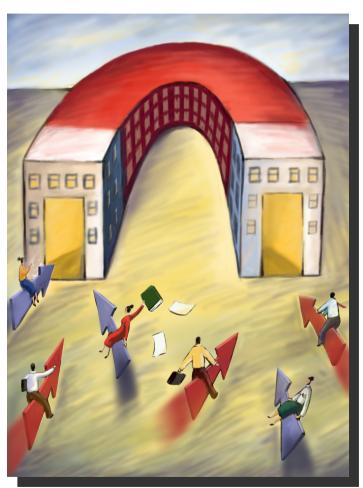
Central & Eastern Europe – one of the most dynamic regions in the world





CEE - Common Selling Points

- ✓ Geographic location
- ✓ Cost of doing business
- ✓ Improving infrastructure
- ✓ Investor incentives
- ✓ Competitive Tax regime





CEE - Common Selling Points



- Educated and skilled workforce
- Easiness for setting up a business
- ✓ Higher GDP growth rate
- ✓ EU Funding



A shift

From

lower-value textile and food industry

to:

investment in
(luxury) vehicle production,
renewable energy systems,
high-end tourism,
information technology.



CEE - Industries in the Investors Focus

- **✓** IT
- Manufacturing
 - Automotive
 - Electronics
 - Chemistry

- ✓ Services
 - Transportation & logistics
 - Shared services
 - Medical services & equipment



Major Korean Investors in CEE

- ✓ Samsung Electronics
- √ Samsung SDI
- ✓ Hankook Tire
- ✓ KDB Bank
- ✓ Hanwha Bank

- ✓ AceHinge Tech
- ✓ Korea Fuel-Tech
 Corporation
- ✓ MANDO Corporation
- ✓ Nifco Korea Inc.
- ✓ SHINCHANG ELECTRICS Co., Ltd.



Doing business in CEE – beyond the figures

- ✓ Culturally and ethnically tolerant people
- ✓ Trustful and trustworthy
- ✓ Industrious
- ✓ Respect companies from leading economies
- ✓ Easy to lead
- ✓ Loyal to good employers



A Successful Entrepreneur in CEE:



- Understand the specific market and the local business practices
- 2. Recognize that CEE is not one but a diverse group of consumers and markets that have to be tackled market by market



A Successful Entrepreneur in CEE:

3. Surround yourself with a local partner or consultant that you have researched and can be a trusted advisor/partner and challenge blanket assertions and promises.

Kenny Blatt, New York



Central and Eastern Europe: Growth Opportunity



